Leslie Wolf

Prognosis bodes well for a steady recovery

By Jack Hafferkamp

A year ago in these pages—on Page M-9 of the Oct. 25 issue, to be exact—many in the magazine industry expressed serious concern that the 1980s would be a time of troubled transition for magazines, that the great growth era of special interest magazines—and thus, the entire magazine industry—might be coming to a halt. A combination of economic, demographic and psychographic factors, plus the expansion of alternative media, signaled slower growth for successful magazines and death for those caught short in the inevitable "shakeout and consolidation."

Those thoughts matured during a mostly dismal year that followed two other recession-flattened years. Today, flush from generally substantial third and fourth quarter advertising page increases, as well as reassurances from a recent *New York Times* article and other sources that "Americans seem to be doing as much reading as ever," the magazine industry is considerably more bullish.

"No doubt about it, magazines are a growth industry," says John Veronis of New York-based Veronis, Suhler and Associates, investment banker in communications and publishing. "This industry is extraordinarily healthy. I believe you will find as many opportunities for magazines in the next 10 years as in the last 10."

Mr. Veronis is not alone in this assessment. In fact, the euphoria is widespread, despite continued belief that the 1980s are indeed a time of transition. There is a recognition that not all segments of the industry are sharing in the recovery and a growing awareness that there are probably significant cost increases not too far down the road to economic recovery. Clearly something has prompted publishers and industry observers to dig out their smile buttons and reevaluate the nature of the transition.

Revived business certainly has played a part in changing attitudes. "Media Industry Newsletter" (MIN) reports that through September, 83.7% of the 135 magazines it tracks have increased ad pages and that some—notably *Geo*, *Venture*, *Esquire* and *Atlantic*—are up sharply. Elsewhere, statistics show (AA, Aug. 8) sharp third and projected fourth quarter ad page gains for women's magazines, particularly *Working Woman*, *Glamour*, *McCall's*, *Mademoiselle* and *Woman's Day*, as well as other consumer publications: *New York*, *Success*, *Omni*, *Redbook* and *Gentlemen's Quarterly*.

To be genuine, however, the industry's newfound enthusiasm must be based on more than a good 1983. It depends on a shared sense that economic recovery is here to stay and that magazine readership is not going to fall significantly in the foreseeable future. New enthusiasm also depends on an emerging confidence that the competitive climate for national advertising dollars will warm to magazines as advertisers turn away from less and less effective network television.

In fact, network tv's declining audience share has become a magazine industry rallying cry. The Magazine Publishers Assn. in New York has made it the focus of a $2 million campaign. Its theme is "Magazines reach people you can't get through ordinary channels," and its aim is to establish clearly in advertisers' minds that the networks have been raising rates at the same time that their total share of the prime time audience has fallen from 95% in 1975 to an MPA-estimated 75% in 1983. A similar trend is apparent in daytime viewing patterns. Says the MPA, "The day of the blanket

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Jack Hafferkamp teaches "The Magazine" at Roosevelt University in Chicago. He is also a communications consultant with Chicago-based Nexus Inc.

The sisters get older, wiser and tougher

By Joanne Cleaver

Jan, 32, owns her own home in an affluent Chicago suburb. She is a wife, mother and a doctoral candidate—in short, the reader every women's magazine wants to reach and claims to have a hold on.

Jan has one problem with women's magazines: "They all look the same. They all have the same articles on being fulfilled, handling your money and redecorating your house with plastic milk cartons."

Joanne Cleaver is an Evanston, Ill.-based business writer and frequent contributor to Magazine.

What she's noticing is a recent phenomenon in women's magazines. While they all claim to fill a unique niche, they're also encroaching on each other's territory—so much so that their covers often look suspiciously similar.

Inside, women's magazines do have different flavors, but not the ones you might expect. Plain vanilla service magazines such as *Family Circle* and *Ladies' Home Journal* are developing a more investigative approach to controversial issues.

Formerly militant magazines such as *New Woman* are including fashion, beauty and food.

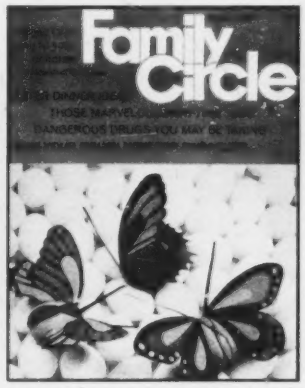
Redbook, long a fiction showcase, just eliminated its novelette.

McCall's just ended its short-lived "Right Now" section, while *Woman's Day* has added a "Quick! Quick!" news and service bulletin board.

What all these changes have in common is publishers' desires to catch up—and stay caught up—with women today. That the magazines are changing isn't news in itself—as editors of the oldest ones immediately point out—but the way they're doing it is new.

For years, the so-called seven sisters—*Family Circle*, *Good Housekeeping*, *Woman's Day*, *McCall's*, *Ladies' Home Journal*, *Redbook* and *Better Homes and Gardens*—were *the* women's magazines.

They considered themselves a comfortable, curl-up-in-bed blend of advice, food, fashion, crafts and decorating projects. Sometimes celebrity profiles were added for spice.



Family Circle, *well known as a woman's service magazine, has updated its graphics over the years. But it has also begun to tackle more controversial issues. All of the "seven sisters" are beginning to rethink their roles in light of today's woman and her changing interests.*

They did run serious articles on women's roles, child raising and current topics of debate. But until magazines like *Ms.* and *Working Woman* popped up, the traditional seven pretty much kept the status quo.

Analysts were predicting the demise of traditional women's magazines before the end of the 1970s.

Declining circulations and ad revenues were the most obvious problems, but an even bigger threat came from the new magazines that siphoned off the youngest, most affluent and loyal readers.

That was over 10 years ago. Now, says New York-based magazine consultant Peter Jacobi, "everyone has come to realize that woman is a multisplendored creature who isn't a homebody, but a business body, a sports body and a mind."

Redbook is perhaps the prime example of a straying sister getting her act together.

Just last year, circulation and revenues were faltering badly. In a time when women want facts and options clearly and simply presented, *Redbook's* reputation rested on its fiction—then at least three short stories each month and a novelette. "Relevant" issues weren't given in-depth treatment. Graphics treatment was uneven at times.

"*Redbook* was in trouble," says current publisher Allen Waxenberg.

Then Hearst Corp. bought the magazine from Charter Publish-

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Between (editorial) fathers and daughters

Editor's note: What other changes can we expect from women's magazines? Advertising Age Magazine spoke with Herbert Mayes, a retired magazine editor and his daughter, Alexandra Mayes, currently managing editor of Seventeen, *to get a cross-generational point of view.*

Herbert Mayes, 83, has spent his entire professional life in publishing. For 20 years he was editor of Good Housekeeping. *That was followed by several years as editor of* McCall's. *He worked with such writers as W. Somerset Maugham and Daphne du Maurier, publishing some of the best in American journalism and fiction. He is still an active observer of the industry.*

Alexandra Mayes, 42, has been managing editor of Seventeen *for 3½ years. Before that she spent 19 years at* Glamour. *She says of life with her father, "I got magazines with my publum. The one trait I share with my father is that I never wanted to do anything else but work on a magazine."*

Magazine: *How is the role of women's magazines changing—what do readers expect nowadays?*

Mr. Mayes: The role of a women's magazine hasn't changed too much from the days when Sarah Josepha Hale was editor of *Godey's Lady's Book* in the 1800s. Her magazine dealt with cooking, personal grooming, marriage problems—no sex. And basically, women's magazines have adhered to that formula. The major change, though, is the diminution of the authority of the editors. [When I was editor] editors mattered, not publishers. Now their authority is lessened. They don't have the authority over whom they hire, where they're going to travel, how much they're going to pay.

Ms. Mayes: The major thing is that starting as early as the teens, women believe that all doors are open to them—they can do anything they choose. Women are interested in everything these days. There's such a thing as overspecialization. Young women and older ones still want basic how-tos simply because they have so much more to manage. Those magazines that have continued success are those that address more than one topic.

Magazine: *Are women more or less influenced by what they read today—in other words, are they more skeptical and discerning, or do they tend to run to women's magazines for "real answers?"*

Mr. Mayes: I certainly do think the readers of *Good Housekeeping* believe in *Good Housekeeping*. [It is] far and away the best women's magazine. There's no magazine that compares with it in kind and extent of service material.

There used to be the big six: *Pictoral Review*, *McCall's*, *Good Housekeeping*, *Women's Home Companion*, *Ladies' Home Journal* and *Delineator*. It was a different era. People looked to them for marvelous fiction, not that sappy stuff that's based on the romance books that are so popular today.

Ms. Mayes: I think they have more influence than they did, because they cover more than ever before. The difference is that they don't dictate, they offer guidelines. Women are too smart to be dictated to. They turn to different magazines for different information. There is no one magazine for all women. I look to a variety of magazines, and I think that other women do. I think it's great that a magazine like *Good Housekeeping* has maintained home and family life [as its focus] and still gives you up-to-date medical advice.

Magazine: *What kinds of issues—life style, moral, political, etc.—should women's magazines focus on today? What issues are passe or irrelevant?*

Mr. Mayes: If I were called in by one of the magazines today—a fantastic notion at my age—I wouldn't concentrate as heavily on sex. It's not my cup of tea. When I was editor, men and women knew what to do. I don't know what I would concentrate on. It's whatever would hold my readers spellbound.

Ms. Mayes: There is no issue or topic that isn't relevant to women. In addition to life style and politics, women are still interested in looking good and feeling good.

The treatment of a topic is what keeps it fresh. "What to do if your boyfriend kisses you goodnight" may seem irrelevant now, but it has given way to "Sex and Your Body." The subject itself isn't new but it's how you present it. With all the subjects around today, it's still wonderful to think that family, friends, boyfriends and good looks are still important.

Magazine: *What kinds of changes in the editorial content and format of women's magazines do you think we will see in the next couple years? Can you make any predictions?*

Mr. Mayes: The only one whose future I would guarantee is *Good Housekeeping*. [Otherwise] I think there will be fewer.

Ms. Mayes: Service vs. value based on time vs. money. Magazines like *Seventeen* have more service than ever before.

There's an increasing change in family life styles; the family unit as we've known it in this country no longer exists. So the emotional changes will make readers look for information on how to handle it. There'll be a greater emphasis on how women balance their lives, both professional and personal. But I hope that magazines are entertaining to readers; it can't be all gloom. Women want to laugh even more because of their responsibilities.

Tougher

(Continued from Page M-34)
ing Co. and made sweeping changes.

The results have been startling. Annette Capone, the new editor-in-chief, says the first issue completely planned by her new staff—June 1983—sold 25% more on the newsstand than the previous month's.

Redbook is calling itself the only magazine that a young working mother needs to find out what she has to know to keep on top of her job, family, and home.

About 30 pages in every issue were freed up simply by dropping the novelette. (Plans call for the magazine to concentrate on short stories instead.)

An expanded 48-page editorial well is being filled with twice as much fashion, beauty and food as the magazine used to have. Columns on health, pregnancy and entertaining join well established monthly columns written by sex therapists and child development specialists.

One new approach is a cluster of articles on a particular topic —the advantages of being a single mother, for instance.

The keynote article is written in straight reporting fashion—the way *Time* might write it, says Ms. Capone—and is accompanied by a first-person account of the experience and several short how-to articles.

"I think we've always done these things [tackled real issues]," says Ms. Capone. "*Redbook* does have a reputation for dealing with these things. But we've increased the service areas to balance."

Redbook's problems haven't gone unnoticed by its sisters. But while they're critically examining themselves to be sure they're meeting their readers' needs, they also maintain that, to a large degree, their readers still want the traditional mixture.

Lenore Hershey, former editor-in-chief of *Ladies' Home Journal*, now a New York communications consultant and author of "Between the Covers," the history of *LHJ*, recounts this anecdote: Before addressing a meeting of a financial women's association, she was surprised. "They are all in jobs that women weren't in 20 years ago," she says. "I was afraid they wouldn't hear me, that I wouldn't connect with them."

Then she sat down with six of the association members for breakfast before her speech. "What they were talking about was divorce and babysitters," she says. "The so-called sweatless women I was afraid of all have the same questions and problems we all do.

"The point is that the woman of today addresses eternal questions as well as current ones."

Thus, there is a continuing market for a magazine that does cover a wide variety of topics, all of which touch on areas of concern for most women. The difference today is that the magazines no longer take it for granted that they're delivering what their readers want.

Woman's Day, for example, is starting to include one major journalistic article in every issue "in a subject area you wouldn't expect us to cover," such as gun control, says Peter Diamandis, group publisher and vp at CBS Publications, which owns the magazine.

He'll be excerpting more from major books, both fiction and nonfiction, as well. "We have an enormous editorial budget here and we're going after the big ones," he says.

WD's major competitor at the checkout line, *Family Circle*, owned by the New York Times Co., has discovered the same thing. Along with a graphic facelift, *FC* is putting more guts in its writing, says editor-in-chief Arthur Hettich. Readers demand more facts than they did 10 years ago, whether it's an article on decorating a mobile home or on juvenile delinquents.

Both *WD* and *FC* have added short bulletin-board type sections for quick recipes, crafts and news briefs.

"They aren't seven sisters anymore. They're individualists," says Ms. Hershey.

The funny thing is that while the seven sisters are gathering up their skirts and wading into the competitive fray, the special interest and life-style magazines of the 1970s are redefining themselves as service magazines. They shun the "life style" label, claiming that they're broadening their editorial content to appeal to all, or many, aspects of a woman's life (sound familiar?).

" 'Service magazine' has been a perjorative term because service magazines are going downhill," says Verne Westerberg, publisher of Conde Nast Publications' *Self*. "But now they're imitating the direction *Self* went in."

Self was started five years ago to capitalize on the physical fitness craze, but quickly expanded its focus to include mental and emotional well being, too.

Editor-in-chief Phyllis Starr Wilson says the traditional magazines have a harder time changing because they don't want to alienate their older readers while attracting new ones. With a median reader age of 29, *Self's* readers already do a lot of changing.

"We have a strong 'how-to' slant, which I consider service. But we're not giving them 10,000 recipes," she adds.

Working Mother, which had 28.1% circulation growth in 1982 from 1981, according to the latest annual *Folio* survey of the top 400 magazines, started out as a one-time spinoff from *McCall's*. It also considers itself a service magazine, according to editor-in-chief Vivian Cadden.

"We think of working motherhood as not a life style, but the way an enormous number of young women live," she says.

Obviously, issues such as child care take up a lot of editorial space in *Working Mother*, but the magazine also includes some wry twists on problems and feelings most mothers face every day.

One column is titled "The Guilt Department," and another, "It's Weird, But It Works For Us," runs first-person accounts of unusual but practical solutions to common problems.

A major shift in emphasis and image has pushed another magazine, *Glamour*, into the forefront of the new breed of service magazines.

In 1968, a total 68% of *Glamour's* editorial was devoted to fashion and beauty. Today, those categories claim only 38%.

The rest of the space is devoted to articles on money, electronics, Washington news and cars. Editor-in-chief Ruth Whitney is universally acclaimed for taking a cream puff magazine

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REDBOOK
THE YOU-CAN-DO-IT DIET!
REDBOOK
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30 QUICK NO-COOK DISHES
HIGH-FIBER VEGETABLES
HOW TO MAKE YOUR MONEY DREAMS COME TRUE
LOOK
BUT IT'S DECEMBER

Redbook's *covers have undergone fine-tuning each year since 1981 (far left). Inside, other changes are evident: Fiction has given way to more relevant issues.*

Keeping up with women in 1982
Life style magazines

Ad pages growth (1981/1982)	(%)	Avg. circ. growth (1981/1982)	(%)	Total rev. growth (1981/1982)	(%)
1 New Woman	68.0	1 Working Mother	28.1	1 New Woman	76.2
2 Working Woman	32.6	2 Town & Country	16.9	2 Working Mother	74.4
3 W	16.5	3 Working Woman	16.3	3 Working Woman	48.3
4 Working Mother	14.8	4 Mademoiselle	9.1	4 W	30.4
5 Ms.	11.7	5 Self	6.0	5 Town & Country	20.6
6 Self	3.9	6 American Baby	3.8	6 Self	16.7
7 Vogue	2.9	7 W	3.6	7 American Baby	15.1
8 American Baby	2.2	8 Vogue	3.5	8 Ms.	14.8
9 Mademoiselle	0.1	9 Cosmopolitan	2.3	9 Mademoiselle	14.4
10 Cosmopolitan	−3.0	10 Ms.	2.2	10 Vogue	13.8
11 Town & Country	−3.6	11 Glamour	1.8	11 Essence Magazine	6.1
12 Essence Magazine	−3.9	12 Essence Magazine	0.9	12 Cosmopolitan	5.1
13 Redbook	−7.9	13 Redbook	−5.7	13 Glamour	4.1
14 Playgirl	−8.4	14 Playgirl	−7.0	14 Playgirl	2.0
15 Glamour	−9.4	15 New Woman	−16.8	15 Redbook	−7.9
16 Savvy	n.e.*	16 Savvy	n.e.*	16 Savvy	n.e.*

Service magazines

Ad pages growth (1981/1982)	(%)	Avg. circ. growth (1981/1982)	(%)	Total rev. growth (1981/1982)	(%)
1 New Woman	68.0	1 Working Mother	28.1	1 New Woman	76.2
2 Working Mother	14.8	2 Self	6.0	2 Working Mother	74.4
3 Parents	5.0	3 Parents	5.2	3 Parents	27.0
4 Self	3.9	4 Prevention	3.9	4 Self	16.7
5 American Baby	2.2	5 American Baby	3.8	5 American Baby	15.1
6 Family Circle	1.5	6 Good Housekeeping	1.0	6 Good Housekeeping	10.9
7 Woman's Day	−0.8	7 Better Homes & Gardens	0.3	7 Family Circle	8.7
8 Good Housekeeping	−2.0	8 Woman's Day	0.2	8 Prevention	8.1
9 Redbook	−7.9	9 McCall's Magazine	0.0	9 Woman's Day	2.1
10 Better Homes & Gardens	−8.6	10 Family Circle	−2.9	10 McCall's Magazine	−1.8
11 McCall's Magazine	−9.1	11 Redbook	−5.7	11 Better Homes & Gardens	−4.6
12 Ladies' Home Journal	−10.7	12 Ladies' Home Journal	−6.4	12 Ladies' Home Journal	−4.9
13 Prevention	−14.9	13 New Woman	−16.8	13 Redbook	−7.9

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Recovery

(Continued from Page M-9)

buy for television is over."

Wes Silk, publisher of *Better Homes and Gardens*, says, "People are finally beginning to realize that you can't do the whole job of advertising on tv, that you have to find a way to get at this upscale, intelligent working woman and that the way to do it is magazines."

The decline of the networks' audience share reflects the emergence of cable tv. Yet cable has not firmly established itself as a dominant advertising medium. Chicago-based publishing consultant Bernard Gordon believes that the "biggest problem cable is having now is not simply a matter of attracting viewers. Its problem is in providing enough programing for specialized stations to *retain* viewers."

Evidence is growing that cable tv and magazines may have complementary, as well as competitive, relationships. *Reader's Digest*'s recent study of the Tulsa, Okla., market traced the readership of 15 magazines in homes with network tv only, with basic cable and with pay cable. One major conclusion was that homes with pay cable tend to receive the most magazines and basic cable homes take more magazines than noncable homes.

"We're trying to learn about what's happening to people who watch tv," explains John Nephew, the *Digest*'s advertising research director. "We want to know if they really are watching it. We're working to demonstrate that advertisers may not be getting everything they think they're getting with network tv. We don't think we're going to replace it, but we want advertisers to know that the *Digest* is a good supplement." Mr. Nephew says the Tulsa study showed him that "people who take pay cable tend to be heavy consumers of all media."

Over the last score of years the consumer magazine field has seen the demise of general interest publications that couldn't adapt to changing reader interests and the explosion of magazines devoted to special interests such as *Runner's World*, *Soap Opera Digest* and *Byte*. Generally the blame for this state of affairs is laid at the door of network tv. Often overlooked, however, is network tv's role in creating the climate that has led to the emergence of today's special interest publications.

Tv has heightened national awareness of faraway places, of other cultures and other life styles, of science, of sports and things as diverse as home remodeling and guerrilla warfare. Tv arouses curiosity, yet because it is such a mass medium, it is generally unable to satisfy the craving for the deeper knowledge it has generated. For more information people have turned in great numbers to magazines. Mr. Veronis believes that cable may contribute to even greater magazine readership because the more the newer medium specializes, the more it will arouse viewers' appetites for specialized information.

Magazines will be able to cater to this demand better than tv because, as Mr. Gordon puts it, "to become an on-going success, a magazine needs only a relatively small slice of the total society." Magazines can succeed in a highly segmented society precisely because they are able to "narrowcast" rather than broadcast. They have become storehouses of increasingly specialized information delivered to involved, committed, increasingly segmented readers.

Categories of magazines often singled out for rapid expansion in the coming years include business, home, health/diet/fitness and computer-related. The last group is surprising, mostly because there already are so many computer titles available —more than 70 according to the MPA. Last year it was reasonable to wonder out loud if the computer-related field wasn't already saturated: How many computer magazines can people read? And by extension, pessimists wondered if the entire consumer magazine field hadn't come dangerously close to segmenting itself to death.

This year Mr. Veronis offers a more sanguine view. "I can recall a number of years ago," he says, "when somebody said to me, 'The market for medical magazines has now been saturated.' Yet they are still growing in number today because there are so many marketing opportunities in that area. You can say the same thing about the computer-related field. As long as interest in the field continues to grow and diversify, there is no way that the magazine market can be saturated by existing product. Wherever a market develops, so will a magazine."

In this environment, even the biggest, most successful mass circulation publications must stay in very close touch with reader interests, practices and preferences. If they do not, they will lose readers very quickly.

"We have tons of subscriber research," says Mr. Silk of *Better Homes and Gardens*. "We know what's on their minds and we're staying with them. We do it with all kinds of mailings and inserts that ask questions. We solicit recipes, building ideas, whatever we need to stay abreast. We know we have to change as the audience changes."

Mr. Silk says his staff often shares its ideas on the readers with *Better Homes* advertisers. "We have roundtables," says Mr. Silk, "to discuss areas of common concern."

This highly specific knowledge of both reader interests and advertiser needs allows *Better Homes* to put out from 130 to 150 editions per month, with advertising in each edition shaded toward a specific geographic or demographic segment of the total circulation. This practice is now common to many magazines, from the large circulation newsweeklies to such highly specialized publications as *Farm Journal*.

Magazines are refining their approaches to giving readers what they want and, at the same time, minding the relationship between advertising and editorial functions. Advertising and editorial have to work closer now, explains George Green, *The New Yorker*'s president and chief operating officer. "You can lose a lot more money a lot faster now than in years past," he says. "And that has changed qualitatively the way we look at the industry. It's the difference between losing walking-around money and millions. It means that editors generally have to pay much more attention to business decisions."

Mr. Green is a confirmed optimist, yet his comment points to at least one large dark cloud on the horizon: The dangers of increased costs. Eric Edelman, senior consultant with New York-based Strategic Futures, is completing a study of consumer magazine trends through 1988 for Printing Industries of America. "I'm finding," he says, "that the publishers paint a lot rosier picture of the future than the supply side folks. Publications will be facing cost increases across the board for everything needed to carry a book from concept to the marketplace. And in the short term I don't see any increased production efficiencies capable of absorbing increased costs."

The extent of the impact of increased costs would vary from magazine to magazine. Those growing the fastest would be the least bothered by increased cost. Of course, not all magazines are doing well. *The New Yorker*, according to "MIN" figures, is down about 13% in total ad pages so far this year. *Playboy* is down 20%, *Scientific American* is down 25% and *House and Garden*, down 29%. We may not need to take up a collection for these magazines yet, but their situation clearly points out that magazines are especially vulnerable today to cost/profit squeezes. This vulnerability would become greater if accelerated inflation were to accompany the recovery.

"In that situation," says Mr. Edelmann, "large circulation publications would lose ground very quickly. While their costs go up continually, they [publishers] can raise prices to subscribers only once a year."

Clearly then, magazines face a double challenge in the 1980s. They must not only reposition themselves vis-a-vis cable and network tv to increase ad page revenues, but they must find new economies in production and distribution. "Thity-five per cent of our costs are manufacturing related," says Mr. Green, "and I think that magazine production improvements will be to the 1980s what computerized circulation was to the 1970s. We're looking to reduce the costs of printing plates and the film for advertisers. Soon everyone will be breaking out sections routinely, using automated bindery lines to produce one magazine for you because you like skiing and one for me because I like golf. As more and more is known about each person in a household, the more he or she will be advertised to directly."

Additionally, if postal costs climb too rapidly, magazines still have to stop talking about alternate delivery systems and begin using them. Publishers must also look to selling more of the product they put on newsstands. Currently, 50% newsstand sales is considered successful in the industry, but increasing costs may prompt a reevaluation.

Is the new enthusiasm for the magazine industry really justified? Since last year, not only has the recovery asserted itself, but publishers and advertisers have had another 12 months to observe the environment of the 1980s.

Today they have a clearer view that cable tv will continue to absorb network viewers, that videogames will come and go, that the pace of everyday life may continue to speed up as a result of the information explosion and that no matter what happens to the other media, magazines will not disappear from our lives.

The fact is, people like to read magazines. They are a pleasurable, efficient medium for absorbing detailed information. Publishers always have known this, but perhaps they needed the recovery to nudge their memories. Right now, when they look into the future they see that magazines can survive and grow. The primary competition will come from the other magazines and not necessarily other media in the fight for a slice of survival pie. AA

Coming

Next week Advertising Age Magazine's special report will focus on Japan.

The top 25
According to Folio magazine

Rank '82	Rank '81	Magazine name	Est. 1982 total revenue ($000)	Total revenue growth* (%)	Est. 1982 ad revenue ($000)	Est. 1982 ad pages	Est. 1982 average circ.
1	1	TV Guide	662,331	7.9	241,473	3,616	17,260,297
2	2	Time	425,096	6.7	256,410	2,629	4,509,918
3	3	Newsweek	288,926	−0.9	195,359	2,863	3,012,550
4	4	Reader's Digest	288,380	10.1	104,860	1,093	18,035,959
5	5	People	288,004	14.4	159,319	3,567	2,571,084
6	6	Sports Illustrated	246,168	7.1	162,887	2,618	2,406,037
7	17	National Enquirer	197,823	56.2	30,051	1,404	5,094,303
8	8	Family Circle	190,307	8.7	106,197	1,691	7,217,081
9	7	Playboy	188,737	−6.0	76,018	1,227	4,676,344
10	9	Good Housekeeping	184,452	10.9	110,465	2,015	5,421,181
11	11	National Geographic	165,769	2.4	23,297	238	10,543,815
12	10	Better Homes & Gardens	165,559	−4.6	100,289	1,365	8,070,843
13	14	Penthouse	165,491	6.3	27,806	758	3,898,525
14	12	Woman's Day	162,104	2.1	88,909	1,465	6,967,614
15	13	Business Week	161,164	1.4	133,947	4,326	813,172
16	15	Parade	157,256	10.5	157,256	796	21,781,708
17	16	U.S. News & World Report	140,865	6.1	83,821	1,741	2,123,842
18	19	Cosmopolitan	127,564	5.1	67,615	2,273	2,864,277
19	18	McCall's Magazine	124,413	−1.8	62,001	1,053	6,234,623
20	22	The Star	108,653	13.5	18,225	936	3,905,382
21	20	Family Weekly	101,420	−0.7	101,420	886	12,472,075
22	21	Ladies' Home Journal	96,968	−4.9	43,385	917	5,170,031
23	24	Fortune	96,684	7.4	76,150	2,726	677,275
24	26	Forbes	86,843	17.0	64,172	2,946	710,916
25	23	Redbook	86,106	−7.9	45,095	1,049	4,078,522

© 1983 Folio Publishing Corp. Figures are Folio estimates for calendar year 1982.
*n.e. = not estimated

Ad pages in farm publications for 9 months, 1983-1982

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

	Pages			
	July-Oct. 1983	July-Oct. 1982	Jan.-Oct. 1983	Jan.-Oct. 1982
— Canadian —				
Country Guide:				
#Eastern Edition	112.4	111.4	388.1	444.1
#National Edition	202.6	180.2	773.3	800.8
#Western Edition	135.2	126.5	497.6	556.4
Le Bulletin des Agriculteurs	183.0	169.0	638.0	671.0
Total Group	633.2	587.1	2,297.0	2,472.3
% change	+7.8%		−7.0%	
— Dairy & livestock —				
Beef Magazine A.	201.9	122.6	620.8	414.8
Beefweek B.	229.3	323.8	423.1	727.8
The Cattleman	307.6	342.6	976.7	1,050.1
Dairy	101.5	102.0	283.2	259.1
Dairy Herd Management	154.9	100.5	446.1	354.2
Drovers Journal (52X) A.	426.5	440.6	889.4	857.9
Farm Progress Hog Producer	31.2	28.2	86.6	72.3
Feedlot Management	105.4	68.3	269.6	201.8
Florida Cattleman	243.3	235.7	682.2	657.5
Hoards Dairyman (23X) A.	183.4	187.6	675.4	717.7
Hog Farm Management	80.4	89.6	311.3	324.3
National Hog Farmer	179.5	186.0	642.7	643.8
Pig American	57.9	50.3	195.2	175.2
Southern Beef Producer (8X)	46.1	34.7	95.0	66.2
Southern Hog Producer (6X)	10.8	12.1	49.6	46.3
Sunbelt Dairyman (6X)	20.6	19.3	50.3	46.3
Western Livestock Journal Weekly:				
Central Edition	113.3	75.5	392.1	287.1
Western Edition	148.2	120.2	432.8	365.9
Western Livestock Reporter	152.0	164.0	638.0	655.0
Total Group	2,793.8	2,703.6	8,160.1	7,923.3
% change	+3.3%		+2.9%	
— Fruit & vegetable —				
American Fruit Grower	87.1	103.0	316.4	336.1
American Vegetable Grower	141.4	201.8	393.2	506.2
Citrus & Vegetable	119.4	120.7	362.2	385.3
The Citrus Industry	98.2	82.4	288.5	275.4
Total Group	446.1	507.9	1,360.3	1,503.0
% change	−12.1%		−9.4%	
— General farm publications —				
American Agriculturist	83.7	84.3	296.2	298.8
California Farmer (21X) A.	134.4	136.4	604.4	638.3
Farm Futures A.	51.4	30.4	252.7	156.8
Farm Industry News (10X)	82.0	48.7	299.7	320.3
Farm Journal (14X)	104.1	86.4	566.2	610.1
Farmer-Stockman Unit:				
Oklahoma Farmer-Stockman	45.4	39.6	132.4	148.8
Texas Farmer-Stockman	41.5	31.0	120.2	119.6
Florida Grower & Rancher	32.2	—	140.2	—
Harvest Publishing Unit				
Kansas Farmer (21X)	123.3	131.6	524.3	564.3
Michigan Farmer (21X)	144.1	154.9	526.1	598.9
Missouri Ruralist (21X)	120.5	125.7	587.2	643.1
Ohio Farmer (21X)	191.0	215.5	747.3	889.5
Pennsylvania Farmer (21X)	109.0	115.4	450.1	492.3
High Plains Journal:				
Eastern Kansas (52X)	574.2	556.3	1,795.9	1,825.0
Colorado	570.4	536.9	1,729.9	1,804.0
Nebraska	560.9	539.5	1,710.2	1,776.4
Oklahoma-Texas	576.6	530.6	1,788.3	1,809.8
Western Kansas	613.0	603.3	1,911.7	1,978.8
Irrigation Age (10X) A.	37.7	34.4	147.2	203.1
Kentucky Farmer	37.8	40.7	223.4	302.8
Lancaster Farming (52X)	1,222.3	1,154.0	3,930.9	3,617.5
Midwest Farm Paper Unit: (24X)				
The Farmer	224.8	260.0	979.9	1,031.6
Nebraska Farmer	330.1	359.0	1,139.8	1,160.6
Prairie Farmer A.	283.2	363.4	973.2	1,174.7
Indiana Edition	272.4	377.6	961.1	1,200.5
Wallaces Farmer (24X) A.	346.7	279.6	1,025.0	1,038.8
Wisconsin Agriculturist (24X)	196.7	206.4	724.0	754.9
Pecan South (6X)	17.1	26.2	44.5	71.2
Progressive Farmer A.	111.4	118.2	529.1	608.0
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	—	—	144.5	172.1
Peanut Farmer (8X)	17.0	17.1	109.9	137.9
Successful Farming A.	99.6	83.9	554.1	578.7
Tennessee Farmer	27.5	26.1	137.9	144.6
Western Unit Farm Magazines:				
Arizona Farmer-Ranchman	72.2	80.7	247.3	321.1
Colorado Rancher & Farmer	95.5	92.9	336.2	345.3
Northwest Unit Farm Mags.: (24X)				
Idaho Farmer-Stockman	86.2	101.2	486.4	530.2
Montana Farmer-Stockman	167.6	159.7	703.5	738.3
Oregon Farmer Stockman	76.7	95.1	383.7	416.5
Utah Farmer-Stockman	52.7	71.9	333.7	358.6
Washington Farmer Stockman	79.3	101.8	399.2	457.4
Wyoming Farmer-Stockman	67.0	60.0	224.0	219.0
Total Group	8,079.2	8,076.4	28,923.5	30,258.2
% change	+0.1%		−4.4%	
— Poultry —				
Broiler Industry	149.1	120.2	436.3	391.0
Poultry Digest	52.6	58.4	165.6	211.0
Poultry Tribune	56.0	73.6	223.2	251.5
Poultry & Egg News:				
Poultry Times:				
Southeast Edition	63.3	71.5	262.3	325.9
Southwest Edition	64.0	65.0	207.9	238.1
Northeast/Midwest	39.0	37.5	139.8	151.7
Pacific Edition	29.0	33.0	118.8	139.5
Poultry & Egg Mktg.	35.3	46.0	123.4	150.5
Total Group	488.3	505.2	1,677.3	1,859.2
% change	−3.3%		−9.7%	

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. 1983 figures are comprised of a combination of 30-in. and 80-in. pages; 1982 figures are comprised of only 30-in. pages.

Value of raising brand quality played down

PHILADELPHIA—Does it pay to upgrade brand quality?

Not really, a report by Consumer Network, a consulting and research company here, indicates.

Most consumers do not readily associate any brands with good quality, and top management greatly overestimates the brand quality associations made by consumers, Consumer Network reports.

The report, "Brand Quality Perceptions: In Search of Good Stuff," also found that marketers are planning for more extensive brand quality upgrading over the next five years than consumers are willing to pay for.

The report is based on responses of 635 regionally and demographically representative Consumer Network shopper panelists who were surveyed in April and May.

It also includes July responses from 12 chief executive officers of major consumer product companies and followup interviews with 25 panelists.

Most of the panelists were unable to think of either good or poor-quality brands in any product category, Consumer Network reports. But those who did associate brands with product quality were far more likely to make brand associations with good quality than with poor quality.

"The consumers agreed on 10 good-quality brands of bread versus only three poor-quality brands; eight good-quality salad dressing brands versus only one poor-quality brand, and nine good versus one poor-quality brand of cleaning products," Consumer Network notes.

Among the 28 product categories in the survey, four—automobiles, frozen food, cookies and paper products—"triggered multiple poor-quality brand citations."

But even in those few categories "where several brands were associated with poor quality, twice as many consumers named good-quality products. And most consumers in most categories did not make a brand-quality association at all," the Consumer Network report says.

"Thus," it continues, "the study finds that few if any brands have successfully communicated to consumers that quality is what they are all about."

Other findings included:

- Many consumers have begun to feel they can't afford not to buy quality.
- Many national brands are already delivering enough quality to satisfy consumers and to talk about.
- Quality is losing its luxury meaning and coming to mean simply "good stuff with real value."
- There is substantial room for improvement in the quality of branded products in some categories, such as canned food, soups, restaurants, appliances, paper goods, automobiles.
- Nevertheless, management plans more quality upgrades than consumers are willing to pay for in other categories.
- Consumers say they believe advertising doesn't tell them very much about the actual quality of the product and what it contains, while management doesn't blame advertising methods or messages for any perceived brand-quality shortfall.
- The definition of quality food has changed to refer to healthful and natural ingredients.
- Dramatic marketing opportunities have been created for good-quality brands in almost all of the 28 categories covered by the study.

The food-related categories in the study were canned, deli/lunchmeat, ice cream, restaurants, breads, cheese, frozen food, juices/drinks, salad dressing, cake mixes, cookies, hot dogs, catsup/condiments and soups.

The other categories were large appliances, haircare products, paper products, skincare, automobiles, cleaning, laundry, plastic/foil, toothcare, small appliances, cosmetics, pantyhose, shaving and toys/games.#

Barnes opens N.J. office

ATLANTIC CITY—Barnes, Dennis & Associates, Greensboro, N.C., has opened an office here to service its Tropicana Hotel & Casino account. Leonard Kornblau is vp-general manager; he was previously account supervisor at Wyse Advertising, New York. The office is at Brighton Towers, 2836 Atlantic Ave., 08401.

To the rescue

General Mills is adding new Chicken Helper sauces and side dishes (AA, Oct. 3) to its Hamburger Helper and Tuna Helper lines. Now in Dallas and possibly other markets, the new four-item line is promoted in ads as "a new way to dress up your chicken." Needham, Harper & Steers/USA, Chicago, is the agency.

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Newspapers score high

Consumers rate advertising in exclusive Ad Age study

— Page 1

Roundtable

How financial institutions will cope with the new competition

— Page 3

'Benevolent Dictator'

Paul Harper talks about his long career with NH&S

— Page M-4

Special Report

JAPAN Tradition still guides a modern giant

— Page M-9

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Magazines look forward to strong '84

By STUART J. ELLIOTT

SOUTHAMPTON, BERMUDA—Clearly the members of the Magazine Publishers Assn. and American Society of Magazine Editors were in a far better mood at this year's American Magazine Conference than last year's.

Michael Levy, president of Mediatex Communications and publisher of *Texas Monthly*, pointed out "the difference in the tone and spirit of the place.

"In October, 1982, everybody knew '83 would be a tough year, a rebuilding year. In October, 1983, everybody realizes '84 is going to be a lot of fun."

But will it? Many magazines continue to be plagued with problems in circulation and/or advertising. Of the five titles carrying the most ad pages through the first three quarters—*Business Week*, *TV Guide*, *The New Yorker*, *People*, *Forbes*—only the latter sold more pages than it did last year.

This has been the year of the largest new-magazine failure in history: *TV-Cable Week*, which one top Time Inc. executive termed "a flaming disaster." And three other magazines have since joined it in going under: *Spring*, *Movies* and *Technology Illustrated*, the latter just last week.

For all these negatives, the mood of the record 660 attendees was still upbeat, exuding what S.H. Price, exec vp-publisher, *Newsweek*, called "a feeling of confidence that wasn't here last time."

When George Green, president of The New Yorker Magazine Inc., gave his speech as outgoing chairman of MPA, he flatly stated: "The business of magazine publishing is prospering as never before."

The industry powers here agreed. "I feel better than I've felt in at least two years," said Jack D. Rehm, president of Meredith Corp.'s publishing group, who succeeded Mr. Green as MPA chairman.

"Business generally is bouncing back strongly," he continued. "The industry has fared considerably better than [it appeared] six months ago. Momentum has been building throughout the year; '83 will wind up in fine fashion, and I see a very strong '84."

It's "hard to say anything other than it's

(Continued on Page 97)

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$1.25 a copy; $50 a year *The International Newspaper of Marketing • In Two Sections, Section 1.* *October 24, 1983*

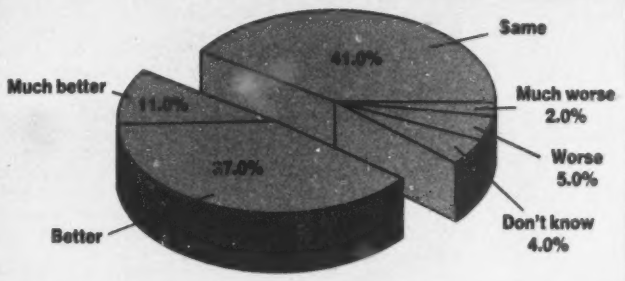
INSIDE:

- Three shops to vie for cable-image ads - Page 3.
- 'Toronto Sun' buys the 'Houston Post' - Page 6.
- Sanka gets competition in restaurants - Page 10.
- K mart to upgrade image in Olympics ads - Page 12.

The image of advertising

Rating creativity

Is the advertising you are reading, seeing or hearing *now* better, worse or about the same as the advertising of a year ago in the area of creativity?



Consumers rate advertising high

By NANCY MILLMAN

The image of advertising in the eyes of consumers is more favorable than it is believed to be in the minds of advertising industry leaders, according to an exclusive ADVERTISING AGE poll.

Over-all quality of advertising, creativity and accuracy all scored high with consumers interviewed for a recent study. The study showed that a majority of consumers enjoy the advertising they are exposed to and think that advertising is an important part of the American way of life. A majority of consumers also said they would like their children to work in the advertising business.

The front on which advertising showed a poor image was general honesty and trustworthiness.

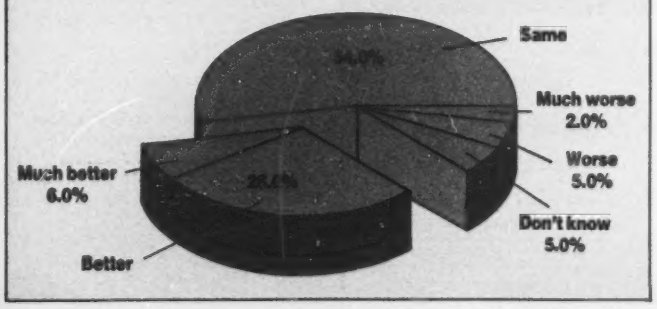
Interestingly, newspapers, one of the oldest media, are the most relied upon source of advertising for information about products.

Consumers rely on advertising significantly more for their day-

(Continued on Page 18)

Rating usefulness

Is the advertising you are reading, seeing or hearing *now* better, worse or about the same as the advertising of a year ago in the area of providing information that you need about products and services?



FTC tells Congress ad deception plans

By RICHARD L. GORDON

WASHINGTON—Advertisers get a map of the Federal Trade Commission's new approach to policing deceptive advertising in a letter the commission has prepared for Congress.

It's the first report ever by FTC to define "deception" and put down on paper what the commission believes it must show before questioning a particular ad.

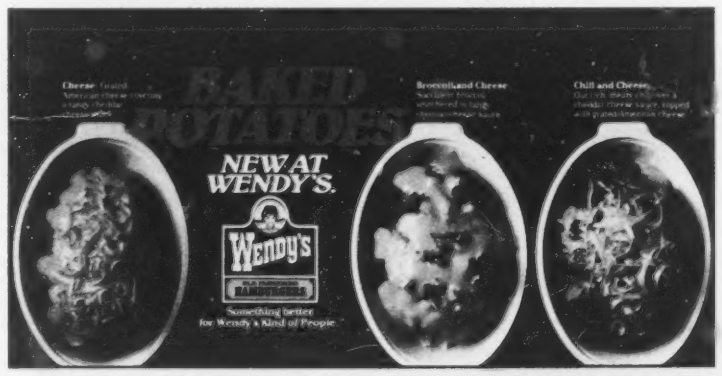
Three years ago, a similar commission report clarified for the first time FTC's criteria for identifying "unfair" advertising practices. Congress has since grafted key parts of that report onto pending FTC legislation to permanently restrict FTC use of fairness as a basis for prosecutions.

After intense debate within FTC (AA, Oct. 17), the report on deception was adopted 3 to 2 when lame duck commissioner David Clanton, on his final day in office, sided with the commission's conservative bloc, chairman James Miller and commissioner George Douglas.

The report incorporates as official FTC policy chairman Miller's view that deceptive claims are those that might mislead a "reasonable" consumer and cause consumer "injury."

Both points are key elements in a definition of "deception" that the FTC chief has urged Congress to enact into law to place limits on the commission's

(Continued on Page 98)



The right stuffed

Wendy's International breaks a $10 million campaign the week of Nov. 7 to back the chainwide introduction of "Hot Stuffed" baked potatoes. In addition to jazz-scored network and spot tv, the campaign includes Wendy's first print ads in women's and newsmagazines. *(See story on Page 94.)*

Two key ad executives exit Pepsi

By NANCY GIGES

Two executives—both holding the title of ad manager—are joining the parade of Pepsi-Cola USA marketing/advertising people who have left the company since the departure of former president John Sculley earlier this year.

Both Grant Castle and Peter Foulds are joining ad agencies—Mr. Castle to TBWA Advertising and Mr. Foulds to SSC&B—in as-yet undisclosed posts.

Mr. Foulds was responsible for Diet Pepsi and Mountain Dew advertising; Mr. Castle handled Pepsi

(Continued on Page 98)

last minute news

Goodyear reviews agency lineup, may add shop

AKRON—Goodyear may juggle assignments of its four agencies and may add another. The company is "seriously reviewing the future" with its agencies, said John Kelley, vp-advertising. Goodyear has talked to SSC&B, not now on its roster. Current agencies on the $50 million account: J. Walter Thompson USA (corporate), Campbell-Ewald (performance and other tires), N W Ayer (general products) and Wyse Advertising (retail). Mr. Kelley doesn't expect the review to be completed before he retires Nov. 11. He will be succeeded by George Lenox, now director of advertising. Goodyear shuffled some assignments after a similar review two years ago.

NBC criticizes Senate panel action on FCC rules

NEW YORK—NBC issued a statement saying it is disappointed at the "precipitous action" taken by the Senate appropriations committee, which voted for a six-month moratorium on any Federal Communications Commission action on the financial interest and syndication rules *(see story, Page 97)*. NBC said the committee acted "without hearing testimony on the merits and disregarded the recommendations of the federal agencies and departments which have called for changes in the financial interest rule." ABC and CBS had no immediate comment.

(Continued on Page 8)